

**TOM'S ON THE TRAIL OF BIG GAME!**

**He's tracking  
a killer gang of  
mail bandits!**



MONOGRAM PICTURES presents

**TOM  
KEENE**  
IN  
**"WESTERN  
MAIL"**

with HIS FAMOUS HORSE  
**PRINCE**

Produced and Directed by  
**ROBERT TANSEY**

Original Screenplay by  
**ROBERT EMMETT & FRANCES KAVANAUGH**





# PUBLICITY



## Cowboy Keene Will Back 'Prince' Against All Comers

Tom Keene disagrees with the ancient adage which says that all animals are dumb." Keene contends that Prince, his faithful mount in Monogram's "Western Mail," is one of the smartest horses that ever had a bit in his mouth. "I'll admit that Prince can't talk," says the western star, "but he can do practically everything else."

In many of his exciting roles in front of a motion picture camera, the unusually intelligent steed has performed such feats as untying his master or taking the free end of a rope and throwing it over a projection so that he can pull his rider to safety. Prince has unfastened a corral gate, driven out a herd of horses and locked the gate behind them. He disarms bandits by removing their guns from their holsters while his master has them covered and has carried smoking bombs out of burning buildings. He lies down beside a wounded man and will get up only when the man has crawled safely over his saddle. From playing dead to fighting the villain on his hind legs, there is practically nothing that Prince can't do that is within the capabilities of a horse. Who said "all animals are dumb"?

In Monogram's "Western Mail," now showing at the ..... theatre, Keene's supporting cast includes Frank Yaconelli, Jean Trent, Glenn Strange, Le Roy Mason, Karl Hack-

**THE CAST**

Tom Allen..... TOM KEENE  
 Lopez..... Frank Yaconelli  
 Julie Webster..... Jean Trent  
 Collins..... Glenn Strange  
 Jeff Gordon... Le Roy Mason  
 Lucky Webster.....  
 Fred Kohler, Jr.  
 Cheyenne... James Sheridan  
 Rod..... Gene Alsace  
 Jim Rivers..... Karl Hackett

ett, James Sheridan, Gene Alsace and Fred Kohler, Jr. The film was produced and directed by Robert Tansey.

### Tom Keene Here

The last performance of Tom Keene's starring western vehicle, Monogram's "Western Mail," will be seen tonight at the ..... theatre. The story of a group of mail bandits on a reign of terror has Frank Yaconelli and Jean Trent playing in support of the popular western star. Also included in the cast are Glenn Strange, Le Roy Mason, Karl Hackett, James Sheridan, Gene Alsace and Fred Kohler, Jr.

## TOM KEENE



Cowboy Tom Keene battles a ruthless outlaw band in his latest Monogram hit, "Western Mail," opening ..... at the ..... Theatre. One Col. Cut or Mat No. 1

## THE STORY

Just as Lucky Webster is being questioned about a recent train robbery, Tom Allen appears at his ranch and saves him from being arrested by confirming his alibi story to the posse. When the sheriff rides away, Lucky is grateful to the stranger for helping him out of a tough spot and offers him a job with the gang he is secretly working for. Lucky's sister, Julie, doesn't realize that he is mixed up with a bunch of criminals.

Tom, a U. S. marshal, working undercover in co-operation with the sheriff, realizes that someone is behind this gang of mail bandits and, when he receives a coded message from headquarters, he asks the sheriff about one Jeff Gordon. The sheriff explains that Mr. Gordon is a respected citizen and president of the local bank. Nevertheless, Tom plants a dictograph in Gordon's office and finally gets the evidence they've been waiting for. They hear Gordon talking to the head bandit, Rivers. He tells him that he is shipping fifteen thousand dollars and gives all the information for carrying out another holdup.

Accidentally, Julie walks into the sheriff's office and overhears Tom's conversation with the sheriff. Without being seen, she leaves and tips off Lucky, revealing Tom's real identity. Lucky has Tom ambushed as he rides back to the gang's hideout. He manages to escape and capture the criminals before they get away with the money. Meanwhile the sheriff has thrown Gordon into jail. During a gun fight, Lucky is killed, but Tom tells Julie that he died helping the law.

### Cowboy Keene

Coming to the ..... theatre on ..... is a thrilling Monogram story of western wastelands. Tom Keene in the starring role of "Western Mail" takes the part of an undercover officer of the law who joins a band of mail robbers. On his faithful mount "Prince," he whips through a hail of bullets to an exciting climax, bringing the desperadoes to justice.

### THEY'RE "ON THE ALERT" FOR OUTLAWS



Tom Keene and his comic side-kick, Frank Yaconelli, bring thrills to the screen of the ..... Theatre in "Western Mail," stirring story of the smashing of a bandit gang.

Two Column Cut or Mat No. 15



# PUBLICITY



## 'Western Mail' Loaded With High-Speed Thrills, Suspense

(Review)

Fast gun-play, hit-the-saddle action and trigger-quick excitement is the keynote of Tom Keene's latest dynamic performance as a ridin', fightin' fool in Monogram's "Western Mail," which opened at the . . . . . theatre last night. The bullet-streaked story of singing lead and smoking .45's will leave you in a cold sweat as Tom goes a-gunnin' for a desperate band of mail pirates and runs smack into the toughest bunch of gun-totin' hombres ever to reach for their irons.

The popular western star with the daring of a modern Robin Hood runs the gauntlet of this outlaw gang to match his trigger-itching digits with theirs. "Western Mail" has everything that makes for powerful drama of the western stage.

As a secret deputy, Tom arrives at Lucky Webster's ranch in time to "save" the latter from being arrested for participation in a recent mail robbery. Tom joins up with the band of desperadoes, after he has gained Lucky's confidence and learns that the town banker, Jeff Gordon, is the head man. While they are planning another mail holdup, Tom tips off the sheriff and arranges to meet his posse at the pre-determined spot. Julie, Lucky's sister, not realizing that her brother is mixed up with the outlaw gang, reveals Tom's real identity and the gang lets him ride into a trap. The picture reaches its exciting climax in a roar of guns.

Producer-director Robert Tansey gives us a most exciting western melodrama in Monogram's "Western Mail." Also appearing in the cast are Frank Yaconelli, Jean Trent, Glenn Strange, Le Roy Mason, Karl Hackett, James Sheridan, Gene Alsace and Fred Kohler, Jr.

### CREDITS

Produced and Directed by  
**ROBERT TANSEY**

Original Screenplay by  
**ROBERT EMMETT and  
FRANCES KAVANAUGH**

Photography by  
**MARCEL LE PICARD**

Film Editor  
**FRED BAIN**

Sound Engineer  
**CORSON JOWETT**

Musical Director  
**FRANK SANUCCI**

## Star Risks Neck For Film Fans

"If you don't think there's danger in being a western star, you're very much mistaken," says Tom Keene, who plays the starring role in Monogram's "Western Mail," coming to the . . . . . theatre on . . . . .

"If I don't come out of a western production with at least a couple of sprained wrists and cracked and busted ribs, I get to thinking there wasn't enough action for the fans. The actor appearing in 'westerns' is called upon to give a realistic exhibition of bare-fisted fighting, and I'm just a plain down-to-earth realist."

"There's nothing phoney about Tom's fights on the screen," producer-director Robert Tansey testifies, "and they're as real as they look. Tom will ride his horse at a breakneck speed up and down hills, and every time he performs his dangerous feats we watch him with our hearts in our mouths."

If you have a keen eye, watch the screen closely and you'll recognize Tom in every scene that involves him in a dangerous feat. He doesn't believe in doubles!

### COWBOY'S LADY



Lovely newcomer Jean Trent adds zest to "Western Mail," Tom Keene's new action hit at the . . . . . Theatre.

One Col. Cut or Mat No. 2

### "WESTERN MAIL" DELIVERS ACTION



Flying fists and blazing guns are the order of the day at the . . . . . Theatre, where Tom Keene battles marauders in "Western Mail."  
Two Column Cut or Mat No. 16

## Tom Keene Packs Punch In New Western Saga

(Advance)

Tom Keene, an odds-on favorite with western fans and thrill-seeking moviegoers, dons his 10-gallon hat and a pair of blue jeans for another thrilling story of the great outdoors, Monogram's "Western Mail," which is coming to the . . . . . theatre on . . . . .

On his faithful mount "Prince," Tom blazes a trail of exciting gun-play across the silver screen.

In the tale of a secret deputy in search of a murdering bunch of mail pirates, Tom rides in on Lucky Webster's ranch in time to save him from a posse, which is accusing him of taking part in a recent mail holdup. Gaining Lucky's confidence, Tom joins up with the gang and finds that Jeff Gordon, the town's banker and prominent citizen, is the "head man" of the outlaw group. Planting a dictograph in Gordon's office, Tom gets the evidence on the previous holdup, and also discovers the new plans of the band. As Tom rides into a trap, the climax comes fast and furious in a hail of hot lead.

With his side-kick saddle pal, Frank Yaconelli, Tom portrays his role as a debonair cowboy and undercover officer, always in the thick of the fighting.

With Jean Trent as the female interest, the cast also includes Glenn Strange, Le Roy Mason, Karl Hackett, James Sheridan, Gene Alsace and Fred Kohler, Jr.

### BRIEF BIOGS

**TOM KEENE . . .** Popular western star of many thrilling stories, Tom is an expert horseman, convincing fighter with his fists, and an outstanding thespian. The star's first successful screen hit was in Cecil B. De Mille's "The Godless Girl." Appearing more recently in such western triumphs as "Dynamite Canyon," "The Driftin' Kid" and "Riding the Sunset Trail," his latest film success is Monogram's "Western Mail."

**FRANK YACONELLI . . .** Frank has a background of appearing before theatre audiences as an accordionist when vaudeville was in its prime, and now has become one of the leading comedians of the western films, as Tom Keene's screen pal and comic saddle side-kick.

**JEAN TRENT . . .** Destined to become one of the screen's outstanding beauties, Jean learned the art of acting in a Hollywood theatre group and has just completed an engagement at the Musart Theatre in "The Ninth Guest." She makes her screen debut playing the female interest in Tom Keene's starring western melodrama, Monogram's "Western Mail."

# Advertising



## TRAIN BANDITS IN REIGN OF TERROR!

MONOGRAM PICTURES presents

**Tom KEENE**  
in  
**"WESTERN MAIL"** WITH HIS FAMOUS HORSE "PRINCE"

★  
Produced and Directed by  
**ROBERT TANSEY**  
Original Screenplay by  
ROBERT EMMETT & FRANCES KAVANAUGH  
★

Two Column Cut or Mat No. 17

★ Tom's up against the most treacherous outlaw gang in the untamed west!

**Tom KEENE**

**DANGEROUS!**  
Tom plays a killer's game to trap a deadly gang of mail pirates!

**"WESTERN MAIL"**  
WITH HIS FAMOUS HORSE "PRINCE"

A Monogram PICTURE

One Col. Cut or Mat No. 3

## Monogram Westerns Top Field!

Just check this list of outstanding western "names" available right now at your Monogram exchange . . . The Rough Riders (BUCK JONES, TIM McCOY, RAYMOND HATTON), The Range Busters (RAY CORRIGAN, JOHN KING, MAX TERHUNE), TOM KEENE, TEX RITTER, JOHN WAYNE! No list in the industry compares with these saddle kings!

One Col. Cut or Mat No. 4

# Advertising



**WARNING!**

**OUTLAWS  
HEAD FOR COVER!**

The West's most daring law  
enforcer is headed this way!

MONOGRAM PICTURES  
presents  
**TOM  
KEENE**  
WITH HIS FAMOUS HORSE  
"PRINCE"  
**"WESTERN  
MAIL"**

One Col. Cut or Mat No. 5

**TOM'S ON THE TRAIL OF BIG GAME!**

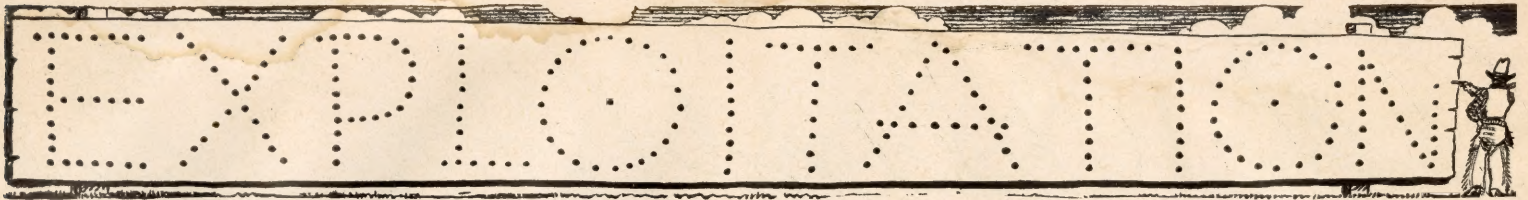
He's tracking  
a killer gang of  
mail bandits!

MONOGRAM PICTURES presents  
**TOM  
KEENE**  
IN  
**"WESTERN  
MAIL"**  
with HIS FAMOUS HORSE  
**PRINCE**  
Produced and Directed by  
**ROBERT TANSEY**  
Original Screenplay by  
**ROBERT EMMETT & FRANCES KAVANAUGH**  
★

Two Column Cut or Mat No. 18

MONOGRAM  
PICTURES  
presents  
**TOM KEENE**  
**"WESTERN  
MAIL"**  
WITH HIS FAMOUS HORSE  
**PRINCE**

Two Column Cut or Mat No. 19



## NOVELTIES WILL PEP UP YOUR CAMPAIGN AND APPEAL TO KIDS

**HORSESHOE NAIL CARD**—Real horseshoe nail is fastened to card on which is printed directions for making a horseshoe nail ring. Nails are highly polished, of soft enough metal so that kids will not have too much difficulty in working on them. Cards carry copy saying that the nail is a duplicate of those used on the shoes of "Prince," Tom Keene's horse. Cards and nails are packed, unassembled for convenience of shipping. Insertion can be handled easily by your ushers. Prices including theatre imprint and playdates: 1000—\$6.50; 500—\$4.50.

**SHERIFF BADGE**—Silver cardboard badge with pin on back and numbered consecutively for lucky number contests will be appreciatively received giveaway. The kids will have a lot of fun wearing them. Copy on badge: SHERIFF GUARDING THE "WESTERN MAIL" plus your theatre name and playdate. Prices are 1000—\$8; 500—\$5.

Order novelties from **ECONOMY NOVELTY AND PRINTING CO.**, 225 WEST 39th STREET, NEW YORK CITY. Be sure to include theatre name, billing and playdate.

## Order Plenty Of WINDOW CARDS

Be sure to ask to see the "Western Mail" window card at your Monogram Exchange. Printed in brilliant colors, it sells Tom Keene and action with a capital A. Order plenty and cover the town, using them as tack cards as well as in windows. Trimmed down close to the illustration and pasted back to back, they make effective marquee hangers which can be used on all Keene pictures with the new title pasted over the old billings.

## WESTERN MAGS A SWELL SPOT FOR PLUGGING

You can cash in on the tremendous circulation of the many pulp magazines featuring western stories by making up a throwaway for newsstand insertion. A couple of passes will be sufficient inducement to persuade any magazine stand operator to co-operate with you on this. Either of the two-column mats in the ad section will serve as the basis for the throwaway with a few lines added to tell readers that if they enjoy red-blooded action and bullet-streaked drama in their western stories they're bound to get a bang out of this new Tom Keene adventure. Also be sure to post a window card at all points where western literature is popular—not only newsstands, but circulation libraries and book stores as well.

For a lobby display you might make a paste-up of a lot of the colorful covers of the western magazines with copy declaring that all lovers of western stories have a big thrill in store for them in this roaring new hit.

Many exhibitors throughout the country report that they have been able to promote back numbers of magazines from the distributors and have used them for a very attractive giveaway. The kids are crazy about western and action magazines and if you can offer them a free copy, even if it is a back date, get ready to dust off the SRO sign. Get in touch with your news jobbers now and see if you can't make a deal with them, selling the idea that a theatre distribution will prove to be a good circulation booster for them. You might offer to run a short trailer in exchange for the magazines or a good lobby credit card.

## SKETCHING CONTEST

Contact the art classes in the schools and arrange a contest for the best sketches of horses, fighting, cattle or any typically western scenes. Offer stills from "Western Mail" to be used as subjects if the contestants so wish.

Announce that the best entries will be exhibited in your lobby and the winners will receive passes to see the Tom Keene film. After the exhibition the sketches are forwarded to Tom in Hollywood. You can bet that no matter how crude their talent, all kids will surely try to win free admissions to a western show and interest their friends and families in the contest.

## SLOGAN HUNT WILL SELL TOM'S NEW HORSE, "PRINCE"

Monogram is putting a strong publicity campaign behind Tom Keene's new mount, "Prince," who will be seen in all his future pictures. Cash in on this news and get extra business for "Western Mail" with a contest to coin a "catchline" for "Prince." Examples are, "King of the Horses," "Pride of the Range," "Mightiest Equine," etc.

All western fans are advised to see "Western Mail" so that they'll have a chance to get acquainted with "Prince's" intelligence and power. They submit their slogan suggestions and the best ones receive passes to the next Tom Keene attraction to play your theatre.

## DRESS LOBBY WITH "WANTED" POSTERS

Your local police department and postmaster will be able to supply you with lots of "wanted" posters searching for mail robbers. Tack them up on a large bulletin board in the lobby and watch the gawkers. Use copy reading:

"Watch for these outlaws and help your country enforce law and order. See Tom Keen round up a ruthless gang of train bandits in 'Western Mail.'"

## WESTERN DANCE

If the local manager of your town's ballroom can be induced to hold an OLD-FASHIONED WESTERN SQUARE DANCE on one of his "off" nights, you've got a stunt that will tie right up with the showing of a western at your theatre.

With lots of advance notice by your theatre and the ballroom this gag can be worked into a gala evening of fun with the whole crowd going over to the theatre for the last showing of the picture. Decorate the hall with posters and window cards on the picture and have everyone come in "western" costume.

# EXPLOITATION

## KEENE "WESTERNERS" CARDS WILL BUILD STEADY KID TRADE!

### TOM KEENE PLEDGE

"I promise to live cleanly, fight squarely, speak sincerely and play fairly. Each day I will try to help those who may need my assistance or protection."

Signed.....

### This Is to Certify That

.....  
is a member in good standing of the  
TOM KEENE WESTERNERS  
and is pledged to live up to the Tom  
Keene Code for Young Americans.

An inexpensive stunt that will insure extra kid interest in the entire Tom Keene series is the Keene "Westerners" Club. You distribute the membership pledges illustrated above to all youngsters attending the theatre for a few weeks preceding a Tom Keene showing. When they return the signed pledges during the run of the picture, they receive the second card, certifying them as members of the Tom Keene Westerners.

If you wish, the regular membership card can entitle them to special privileges such as low-cost giveaways (back issues of western mags, novelties, etc.), chances on valuable prizes, or perhaps slightly reduced rates on admissions.

Announce on a card in the lobby that all pledges will be forwarded to Tom Keene on his ranch in California. The membership card should carry a picture of Keene on the reverse side (select a mat from this pressbook).

## "QUICK DRAW" TEST FOR LOBBY STUNT

Here's a gag that's sure to attract the lobby "drop ins." Secure a western gun belt, holster and gun (either borrow it from a local department store or gun shop, or rent the set from a costumer) and have a placard in the lobby inviting folks to try their hand at making a quick draw, with prizes to those making the fastest moves. An usher dressed as a cowboy can be on hand with a stop watch to time the "draws" and handle the "props." So that contestants can be timed more accurately, the rules state that the gun must be twirled once and brought to a point level with a target on the placard.

Kids, and grown-ups too, have a hankering to try their hand at making a quick draw, so the stunt will get lots of attention. **MAKE SURE THE GUN ISN'T LOADED.**

## DELUXE DISPLAYS

Eye-catching silk screen posters can be had on a rental basis to assure you an effective lobby at low cost. Sizes 30x40 and 40x60 plus a snappy banner are available from National Screen Accessories. Order from their nearest branch or write to 525 West 43rd St., New York City.

## PUNCH TRAILER!

Smashing samples of the action and thrills in "Western Mail" are packed into National Screen Service's fast-moving trailer on this latest Tom Keene hit. There's no better way of selling the western fans than by actual scenes from the film. This trailer will make 'em BUY!

## FLASH STANDEE FOR TOM KEENE SERIES!

YOU'LL GET LOTS OF  
USE FROM THIS EASY-  
TO-MAKE DISPLAY!



"WESTERN MAIL"

The vivid three-sheet on the first of the Tom Keene series, "Wanderers of the West," was especially designed to provide a large, attractive cut-out of the popular star that could be used on ALL his pictures. Brilliantly colored, this powerful likeness of the cowboy hero with gun in hand can be used with an easel back for an advance display in your inner lobby and then moved out front during the run of the picture. It's a great bet, too, for use atop the marquee. It will be doubly effective up there at night illuminated by a baby spotlight with "blinker" attachment.

Remember! To build this cut out, be sure to order the 3-sheet on "WANDERERS OF THE WEST," which carries the illustration shown at the left. Then simply strip in at the bottom, the title, "Western Mail."

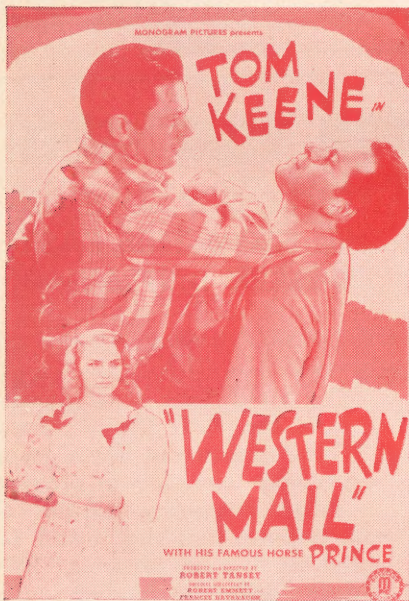
**PUNCH-PACKED  
ACCESSORIES**



SIX SHEET



INSERT CARD



ONE SHEET

**37 MONOGRAM EXCHANGES**

ALBANY, NEW YORK  
ATLANTA, GEORGIA  
BOSTON, MASSACHUSETTS  
BUFFALO, NEW YORK  
CINCINNATI, OHIO  
CHARLOTTE, NORTH CAROLINA  
CHICAGO, ILLINOIS  
CLEVELAND, OHIO  
DALLAS, TEXAS  
DENVER, COLORADO  
DES MOINES, IOWA  
DETROIT, MICHIGAN  
INDIANAPOLIS, INDIANA  
KANSAS CITY, MISSOURI  
LOS ANGELES, CALIFORNIA  
MEMPHIS, TENNESSEE  
MILWAUKEE, WISCONSIN  
MINNEAPOLIS, MINNESOTA  
NEW HAVEN, CONNECTICUT  
NEW ORLEANS, LOUISIANA  
NEW YORK, NEW YORK  
OKLAHOMA CITY, OKLAHOMA  
OMAHA, NEBRASKA  
PHILADELPHIA, PENNSYLVANIA  
PITTSBURGH, PENNSYLVANIA  
ST. LOUIS, MISSOURI  
PORTLAND, OREGON  
SALT LAKE CITY, UTAH  
SAN FRANCISCO, CALIFORNIA  
SEATTLE, WASHINGTON  
WASHINGTON, D. C.  
TORONTO, ONTARIO  
MONTREAL, QUEBEC  
WINNIPEG, MANITOBA  
ST. JOHN, NEW BRUNSWICK  
CALGARY, ALBERTA  
VANCOUVER, BRITISH COLUMBIA



SET OF TWO 22 x 28's



THREE SHEET



**Scanned from the collections of the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



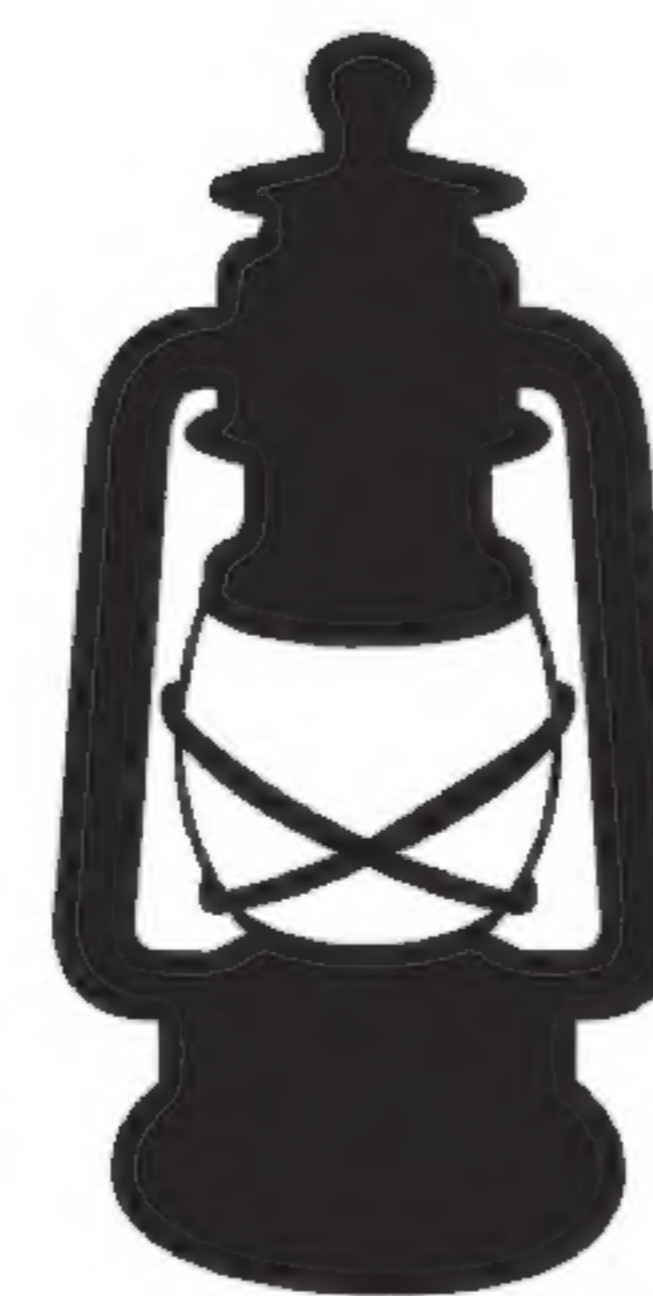
**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA**

**HISTORY**

DIGITAL LIBRARY



[www.mediahistoryproject.org](http://www.mediahistoryproject.org)